

FREE TAX PREP PROGRAM

Helping low-income families keep more of what they earn.

INVESTMENT OPPORTUNITY

Free Tax Preparation Program

January – April 2019

BACKGROUND

Each year, United Way volunteers help thousands of low-income people prepare their taxes. For many clients, tax credits and refunds are critical to keeping food on the table and a roof overhead. From January through April, United Way volunteers offer free, walk-in tax preparation assistance at libraries, Goodwill stores, and other public sites across King County.

In 2018, 1,025 volunteers participated in the United Way of King County's Free Tax Prep Campaign. Volunteers prepared 23,200 tax returns and helped return \$31.6 million in tax refunds to the community—including \$9.8 million in Earned Income Tax Credit that is widely seen as the nation's most potent anti-poverty tool.

OPPORTUNITY

The Free Tax Preparation Program is part of a community-wide effort to help 50,000 people escape poverty by 2020. We know it works, and with your help we can continue to serve more people each year.

SPONSORSHIP BENEFIT		TITLE \$100,000	PREMIER \$50,000	ALL-HANDS \$25,000	CONTRIBUTING \$10,000
Company logo featured on signage at all (30) community tax site locations		✓			
Exterior transit advertising		✓			
Interior transit advertising		✓	✓		
Company name featured in press release		✓	✓		
Social media shoutouts		✓	✓	✓	
LOGO REPRESENTATION ON:	Posters, flyers and postcards	✓	✓	✓	✓
	Yard signs displayed throughout King County	✓	✓	✓	✓
	T-shirts/hoodies worn by 1,000+ volunteers	✓	✓	✓	✓
	Company logo or name on www.uwkc.org (18,000 unique website visitors monthly)	✓	✓	✓	✓

For more information on this or any sponsorship opportunity, please contact your Corporate Relations Officer or Andrea Anderson at aanderson@uwkc.org or 206.461.3201.

FREE TAX PREP PROGRAM

is a key part of our community-wide effort to help 50,000 people escape poverty by 2020. This program offers companies a wide range of partnership opportunities:

INVESTMENT IMPACT

- Help provide services to low-income individuals and families that will help put them on a path to financial stability.
- With your sponsorship dollars, we will be able to add more tax sites throughout the community which will increase the number of people served.
- Be a part of a community-wide effort to help 50,000 people escape poverty by 2020.

EMPLOYEE ENGAGEMENT

- Volunteer at one of the 30+ tax sites throughout the county.

BRAND LIFT

- By sponsoring the Free Tax Prep Program, you are signaling to the community that your company is committed to helping low-income families and individuals gain financial stability.
- Your company will receive significant recognition in advertising and outreach materials and will be highlighted at each tax site.



United Way of King County